

DEVELOPING EFFECTIVE GREEN POWER MARKETING MESSAGES

Center for



RESOURCE SOLUTIONS

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Center for Resource Solutions

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THE CENTER FOR RESOURCE SOLUTIONS

- Domestic Certification Programs
 - Green-e & Green Pricing
- Renewable Energy Partnerships for Public Power
- International Programs
 - Global Guardianship Initiative
 - International Expert Assistance
 - The China Program
- ***Marketer's Marketers Group***

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SURVIVING ON THE ISLAND OF GREEN POWER

- The Marketing Myths vs. The Green Power Reality
 - The “general” marketing theories don’t necessarily work on our island
- Our challenge: attracting attention & interest to a new concept while delivering basic technical education
 - Sometimes even getting consumers to change purchasing behavior

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OUR BALANCING ACT:

- **Attracting Attention & Interest:**
The Visual Component
- **Getting People to Say Yes to**
something new:
The Textual Component



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ATTRACTING ATTENTION & INTEREST: THE VISUAL COMPONENT

- Creative but Cautious
- Amusing but Accurate
- Specific but SIMPLE
 - Don't forget the fundamentals!

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ATTRACTING ATTENTION & INTEREST: THE VISUAL COMPONENT

- Creative but Cautious
 - Consumers respond to the most familiar & aesthetically pleasing renewable images
 - Wind
 - Solar
 - Connect your images of renewables with the expected
 - Nature & environment

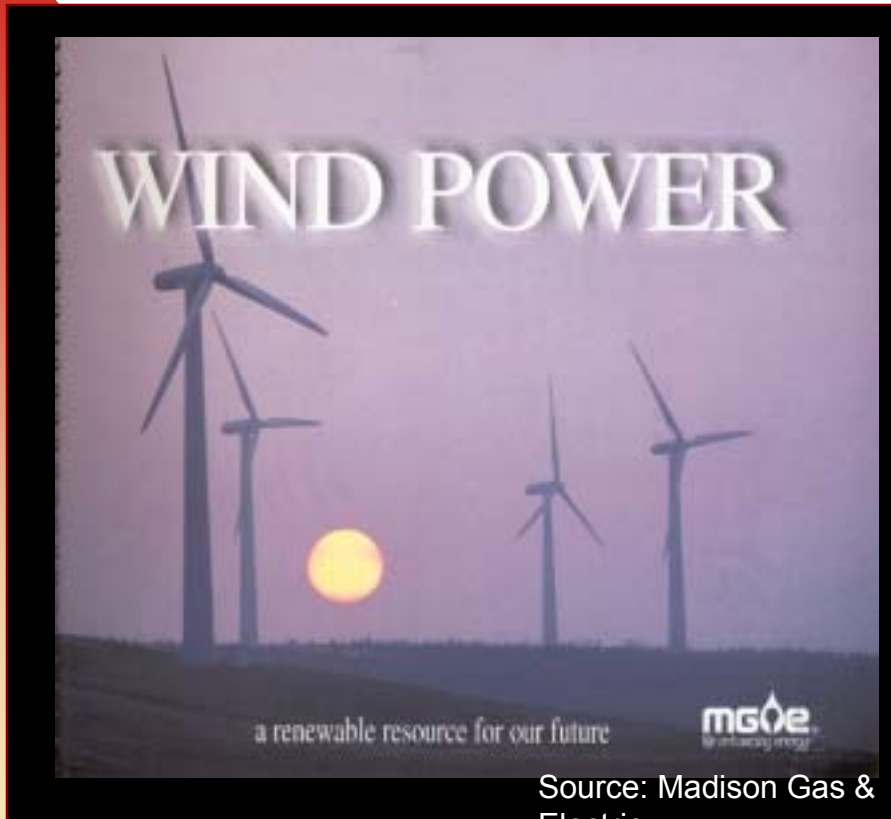
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ATTRACTING ATTENTION & INTEREST

- Consumers respond to the most familiar renewable images



Source: Madison Gas & Electric



Source: Green Mountain

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ATTRACTING ATTENTION & INTEREST

- Consumers respond to the most familiar renewable images



Source: Windustry

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ATTRACTING ATTENTION & INTEREST

- Be Creative but Cautious
Connect with the expected:
nature & the environment

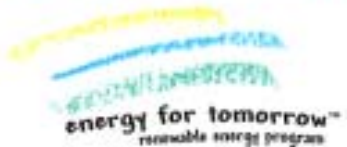
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Green Power



When you choose green power for your business through Wisconsin Electric's *energy for tomorrow*[®] program, you're choosing electricity produced from clean, renewable energy sources like wind, wood fuels, and flowing water.

You're also choosing cleaner air, and a better way of doing business. It's an affordable way to demonstrate that you care about the environment.

Learn more about Wisconsin Electric's *energy for tomorrow*[®] renewable energy program. Choose green power as a percentage of your electrical usage or in a fixed block of kilowatt hours.

Call us today at 1-800-714-7777.



Source: Wisconsin

ATTRACTING ATTENTION & INTEREST

- Be Creative but Cautious

Use familiar images creatively



Source: Green Mountain Energy
Company

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- Be Creative but Cautious
Taking it even further...
CAUTION



Source: Salt River Project

ATTRACTING ATTENTION & INTEREST

- Be Creative but Cautious

Be safe ...use companion text

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S R P E C O

EarthWise Energy

EarthWise Energy: A fresh choice in today's energy marketplace.

"Green, please," our customers ask. In response - and to continue our stewardship role - SRP has initiated a four-year, \$25 million renewable energy program. Customers now have a special opportunity to purchase EarthWise Energy and support our ongoing effort to develop and promote a variety of clean energy resources.

EarthWise Energy, offered in 100-kilowatt blocks for \$3.00 per month over your standard electric bill, will support a mix of local renewable sources, including solar, landfill gas and, beginning in 2007, hydro electricity from SRP's canal system. Our renewable energy mix is designed to achieve the greatest cost effectiveness and environmental benefits for SRP and its customers.

SRP

Delivering More Than Power.®

Source: Salt River Project

ATTRACTING ATTENTION & INTEREST

- Amusing but Accurate
 - Funny always attracts interest, but...
 - Know your audience and its humor
 - Will they get and appreciate the joke?
 - What are you appealing to
 - Are renewables really funny?

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ATTRACTING ATTENTION & INTEREST

- Amusing but Accurate



**100% Pollution-free electricity.
Yeah. That's what the big fans are for.**



Source: Green Mountain

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ATTRACTING ATTENTION & INTEREST

- Amusing but Accurate

**WANT TO PAY 20% LESS
FOR ELECTRICITY?**

☐ YES ☐ NO (I'M A MORON)



utility.com 1-800-UTILITY

Source: Utility.com

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ATTRACTING ATTENTION & INTEREST: THE VISUAL COMPONENT

- Specific but SIMPLE
 - Make the visual message clear and easy to interpret
 - Simple concepts deliver in ads
(but who said green power was simple)
 - Not Rocket Science, but **Common Sense**
 - What images draw you in?
 - Or what images would draw your favorite “real” (non-energy) person in?

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ATTRACTING ATTENTION & INTEREST

- Specific but Simple

KUB Green Power.



The Power to Change the World.

Source: Tennessee Valley

ATTRACTING ATTENTION & INTEREST

➤ Specific but Simple

Don't forget the DESIGN FUNDAMENTALS

Good design fundamentals



Source: Sacramento Municipal Utility

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ATTRACTING ATTENTION & INTEREST

- Specific but Simple

Don't forget the DESIGN FUNDAMENTALS

Poor design fundamentals



Source: Green Mountain Energy Company

GETTING PEOPLE TO SAY YES TO SOMETHING NEW: THE TEXTUAL COMPONENT

- Appeal to the Good in People
 - Lead with the Benefits
- Keep it Simple
 - Don't over-design: natural package for a “natural” product
 - Glossy does not mean successful
 - Less promotional & more direct text
 - Make participation clear & easy!
 - Third party verification
- Educate on the Basics
 - Mystery is confusion in green power
- REPEAT THE MESSAGE!!!!

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GETTING PEOPLE TO SAY YES: THE TEXT

- Lead with the Benefits: Clearly describe direct consumer benefit
 - Focus on how purchases reduce impact & replacing polluting sources with green ones
 - Quantify environmental impact of purchase
 - Emphasize commitment to green power

Green power is an emotional purchase, so messages like "we have a responsibility to preserve the environment for future generations," and "individuals need to take personal responsibility for the environment," get results.

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GETTING PEOPLE TO SAY YES

- Lead with the benefits



*Your participation in **Green Power** really does make a difference.*

How's this for environmental impact?

**Investing an
additional
\$6.00 per month
for one year**

=

**Planting
an acre of
trees in a
national
forest**

or

**Not driving
for nearly
three
months**



GETTING PEOPLE TO SAY YES

- Lead with the benefits

If all American households used 50% renewable power, it would be the same as planting 56 billion trees or not driving 1,017 billion miles.



Green Mountain
Energy™



Source: Green Mountain Energy Company

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GETTING PEOPLE TO SAY YES: THE TEXT

Keep it Simple!!!

- Less promotional & more direct text
 - Answer key consumer questions
 - Use bold headers and subheaders
 - Don't get fancy on the font
- Make participation clear & easy!
 - Make enrollment & participation easy, toll free #, mail & on-line application process
 - Different levels of participation must be **clear***

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GETTING PEOPLE TO SAY YES

- Keep it Simple

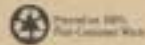
...in language they understand

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*Now you can
upgrade to
green
for a better environment.*



By enrolling in Tucson Electric Power Company's GreenWatts program you'll support clean, environmentally friendly "green" power by upgrading the energy you use! Your premium dollars go directly toward building new solar energy facilities to generate even more clean, green power while reducing emissions and dependency on fossil fuels.

TEP is Arizona's largest commercial provider of clean, sustainable and renewable electric energy. Together, we can make solar energy a major contributor to our energy future.

Simply upgrade your electricity - \$2 for the first "block" and \$1.50 for every additional "block" and you'll have a dramatic impact on our environment. Go as green as you want, but quantities are limited - so enroll now by calling TEP at 623-7711 or by visiting GreenWatts.com on the Worldwide Web.

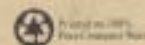


GreenWatts



The Energy People

*Ahora puede
mejorar suscribiéndose a
green
para un mejor medio ambiente.*



Al suscribirse al programa GreenWatts de Tucson Electric Power Company, apoya a la producción de energía "verde" limpia, acorde con el medio ambiente, mejorando la electricidad que utiliza! El dinero que paga se utiliza directamente para la construcción de nuevas instalaciones de energía solar para generar energía ecológica más limpia, reduciendo al mismo tiempo las emisiones y la dependencia de combustibles fósiles.

TEP es el mayor proveedor comercial de energía eléctrica limpia, sustentable y renovable en Arizona. Juntos podemos convertir a la energía solar en uno de los principales contribuyentes de nuestra energía del futuro.

Simplemente, mejore su suministro de electricidad pagando \$2.00 por el primer "bloque" y \$1.50 para cada "bloque" adicional y producirá un impacto dramático en nuestro medio ambiente. Sea tan ecológico como quiera, pero las cantidades son limitadas - así que suscríbase ahora llamando a TEP al 623-7711 o visitando a GreenWatts.com en la Worldwide Web.



GreenWatts



The Energy People

Source: Tucson Electric Power Company

GETTING PEOPLE TO SAY YES

➤ Keep it Simple!!!!

Less promotional & more DIRECT text

100% Green

When you join Greenergy, SMUD matches 100 percent of your electric needs with purchases of renewable resources for use on the SMUD power system. Resources that are restored by nature, like geothermal (steam produced by underground geysers) and biomass (gas created by waste decomposition) are used to create the energy for Greenergy, not conventional sources like coal or nuclear.*



Certified Green-e

SMUD's Greenergy is certified 100% renewable by Green-e. Whenever you see the Green-e symbol the Center for Resource Solutions, an independent oversight board, has verified that the electricity you are buying comes from renewable resources,

Pennies a Day

The best part is, you can join Greenergy and make a difference for the environment for only pennies a day. When you join, you agree to pay an extra one cent per kilowatt-hour on your SMUD bill. To an average SMUD customer, that's less than your daily newspaper (about 25¢ a day).

Questions?

If you would like more information, please contact SMUD at 1-888-PIC-SMUD (1-888-742-7683) or check out the SMUD website at www.smud.org/green

* Please see the back of this brochure for the Power Content Label

Source: SMUD

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GETTING PEOPLE TO SAY YES

➤ Keep it Simple!!!!

Less promotional & more DIRECT text

A natural package for a natural product



GreenWatts

Your choice for clean, green energy from
Tucson Electric Power Company

Now you can have a direct and positive impact on the environment in Southern Arizona! By simply enrolling in TEP's GreenWatts program, you can make more environmentally-friendly green power available to everyone. Everybody wins with GreenWatts!

- GreenWatts "blocks" are made available through TEP's Methane gas-to-energy project, which captures landfill methane gas and converts it to electricity.
- This TEP project will annually eliminate over 45,000 tons of pollutants from reaching the atmosphere in Southern Arizona!
- For as little as \$2 added to your bill each month, you can purchase a 20-kilowatt hour block of GreenWatts – additional blocks are only \$1.50 each.
- All funds raised through GreenWatts go directly toward developing and operating more solar-powered generating facilities, reducing TEP's dependency on fossil fuels!
- For more information on GreenWatts and complete details call TEP customer service at 623-7711, or visit us on the worldwide web at www.GreenWatts.com

Yes! I want to make a difference
Sign me up for GreenWatts!

Name on account: _____

Address: _____

TEP Account Number: _____

Phone: _____ Circle one: ☐ Residence ☐ Business

GreenWatts Blocks: one block (\$2) each additional block (\$1.50)

Total blocks _____

This amount will be added to your TEP billing statement as it separates the fee each month.
Amount is not tax deductible – may cancel participation in GreenWatts at any time.

Please include my name on the GreenWatts web site if applicable: ☐ yes ☐ no

Signature: _____

Thank you for "going green" with TEP!

Please complete this form and return it in your next TEP bill, or sign up online at www.GreenWatts.com
You may also call TEP customer service at (520) 623-7711 to join.

WHAT GETS PEOPLE TO SAY YES?

Keep it Simple: Cost-based, simplified Pricing

- Consumers prefer flat rates
 - i.e. \$3 per block per month
 - Consumers don't understand the kWh
 - Do Understand Percentages (i.e., 100%)
 - Consumers don't know how many kWh they use or what the price per kWh should be
 - use “avg. household” to connect

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Source: Salt River Project

WHAT GETS PEOPLE TO SAY YES?

- Third Party Verification
 - Clear way to show product quality and inspire confidence in product



Green-e: the Renewable Energy Standard

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Questions and Answers

What is Green Power?

Green power is electricity produced in an environmentally-friendly manner. Sources of green power include the sun, wind, and water, which are pollution free and natural.



Why should I sign up for Green Power?

The use of non-renewable sources of electricity contributes to air and water pollution, which affects all of us. By signing up for green power, you are helping to protect the environment. Green Power means cleaner air and a greener LA for us and our children.

LADWP will be recognizing companies who make significant commitments to new renewable energy. Recognition will be in many forms of publicity that showcase your company as a leader in environmental awareness and stewardship.

Is green power more expensive than conventional power?

Yes. Environmentally-friendly generation of electricity costs more than using conventional methods of generation. Yet, many conventional sources of energy would not be economically competitive if we were to pay their full costs, including damage to the environment and human health. These costs are not reflected in our energy bills.

How much will signing up for green power cost me?

Commercial customers have the option of choosing their level of participation as a percentage of their electricity usage. However, this percentage must be set such that the minimum purchase is 500 kWh for general service customers or 1,000 kWh for large general service customers.

The green power charge of 3 cents per kWh will only be applied to that portion of your electricity usage you have allocated to new green resources.

Can energy efficiency lower my power bill?

Yes. Our energy efficiency experts can work with you to develop efficiency options for your business needs. Call us at 1-800-GREENLA.

Does LADWP intend to help develop new green power resources?

Through the Green Power for a Green LA program, LADWP buys electricity only from new renewable generation sources such as solar, wind, biomass and geothermal. Many of these new facilities will be located in the city, creating jobs and improving the environment. In order to justify developing these new generation sources, we are asking our customers to sign up for a minimum of 12 months.

If enough customers sign up, we can enlarge the market for green power and help make it a cost competitive alternative to power generated from fossil fuels such as coal.

GETTING PEOPLE TO SAY YES

➤ Educate on the Basics: Q & A Model

- Question & Answer Model
 - Why use renewable resources?
 - What is green power?
 - Why does green power cost more?

WHAT DOESN'T WORK

- Getting too technical
 - Watch out for the grid!
 - Hold off on renewable energy jargon: most consumers don't speak our language
 - What is a Kwh? A megawatt? Emissions reductions?
- Attaching unrelated symbols and images
 - What does *that* have to do with green power?

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WHAT DOESN'T WORK:

Getting too technical

- To grid or not to grid...
that is the question
 - Consumers don't need a specific explanation of how power gets to them
- Make sure you are speaking to consumers in the most clear and direct manor
 - Avoid technical energy terms when possible

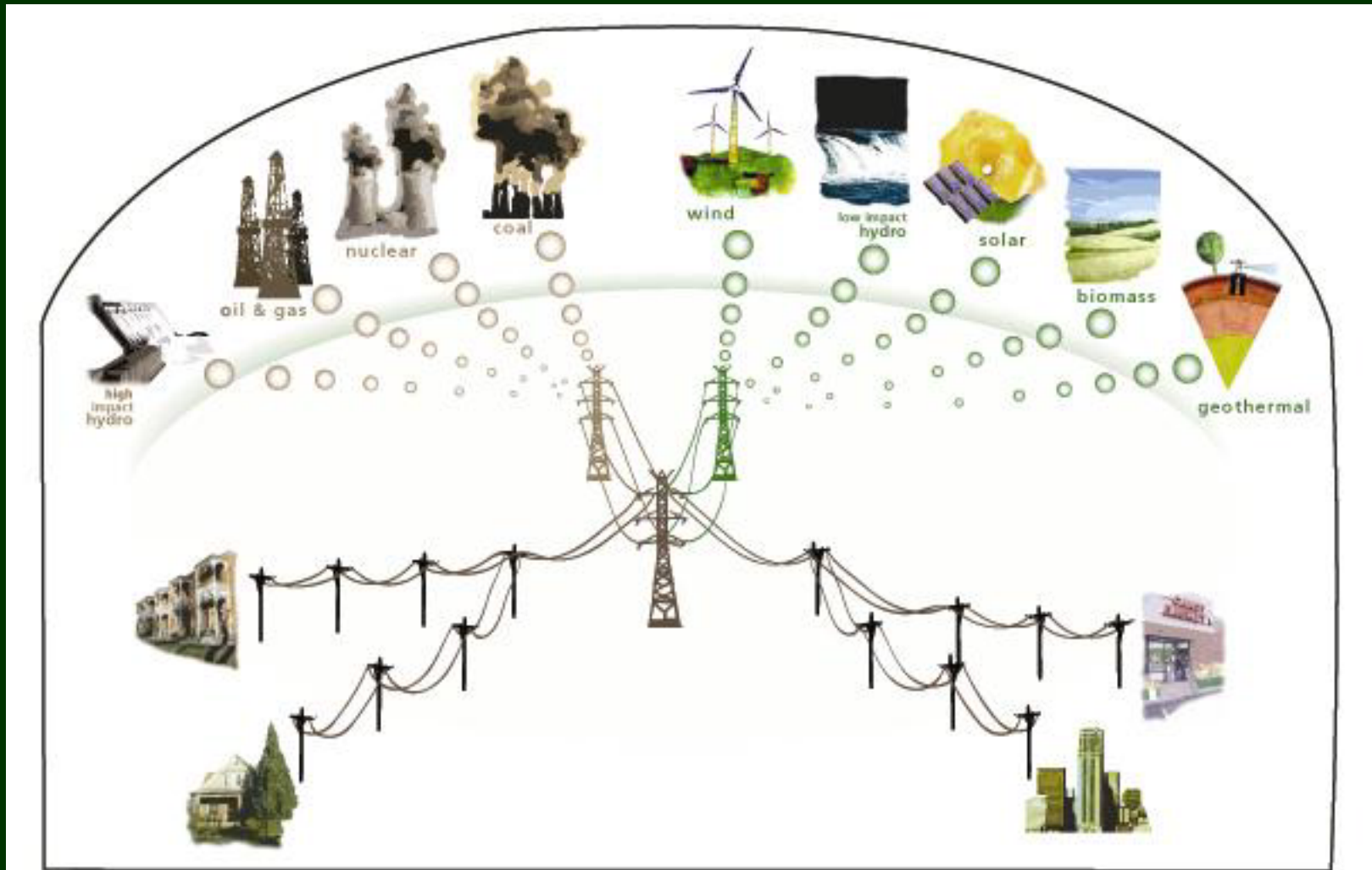
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WHAT DOESN'T WORK

- Getting Too Technical



Source: Green-e Renewable Electricity

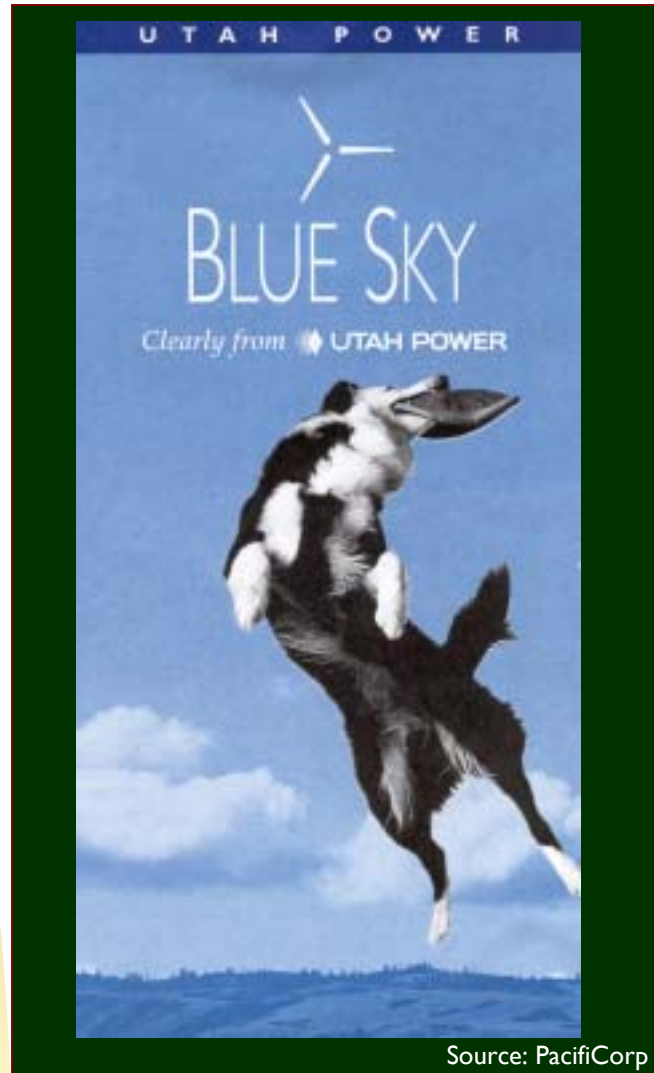
WHAT DOESN'T WORK

- Getting Too Technical



WHAT DOESN'T WORK

➤ Attaching Unrelated Images



Great, powerful campaign design, but PacifiCorp found that consumers had difficulty connecting the dog with green power

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There'll be a change in the atmosphere,
a change in the sky.
Soon, there'll be a change
that we can try.
We'll pick up your blues, and
put 'em back in the sky.
Wind will make energy,
so haze, bye-bye.



It's really not that far-fetched.

Our new Blue Sky program gives you a way to help increase the percentage of clean, renewable resources – in this case wind – being used to generate energy.

When you buy shares of renewable power for just \$4.75 per share per month, your purchase goes toward construction of new wind turbines. Each share represents 100 kilowatt-hours of wind-powered electricity. You decide how many shares to buy.

Buying one share of Blue Sky each month for a year has the same environmental benefits as not driving a car 2,400 miles or planting a half-acre of trees. Now, working together, the sky's the limit.


BLUE SKY

Clearly from  **PACIFI POWER**

© 2001 PacifiCorp

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Source: PacifiCorp

DEVELOPING EFFECTIVE GREEN POWER MARKETING MESSAGES

●The Wrap-Up: What works

–To attract attention & interest, be:

creative but cautious, amusing but accurate, specific but simple

–To get your consumer to say “yes”:

lead with the benefits, keep it simple (less promotional & more direct text), educate on the basics (Q&A model), third party verification

●What doesn't Work

–Getting too technical (in images and jargon)

–Attaching unrelated images

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CONTACT CRS

- To get more information on our domestic certification programs
- To join the Marketer's Marketers Group
- To receive monthly email updates on regional events, standards and developments

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